

# 2025 Downpour Craft Beer Festival-Prince Rupert, BC

DATE: Friday, October 3, 2025  
LOCATION: Prince Rupert, British Columbia, CA

## Event Description

2025 Downpour Craft Beer Festival-Prince Rupert, BC is a premier festivals event in Prince Rupert. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** festivals

**Importance Rank:** 43/100

**Expected Attendance:** 457 people

**Event ID:** 6BcRpNQG8cxZ3fg3gN

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 183 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*